

Application No.: 10/014,958

Docket No.: SONY 3.0-012

IN THE CLAIMS

14. (currently amended) A method comprising:

broadcasting a site signal within a site representing a plurality of item records associated with a plurality of items within the site, each said item record comprising item identifier information and item location information, said item identifier information describing said items and said item location information describing the location of said items within the site;

receiving the site signal at a remote device within the site;

using the remote device to compare at least some of the item identifier information in the site signal with user selected item information stored on the remote device; and

displaying to a user the item identifier and item location information that match the user selected item information based on the comparison,

wherein the site signal includes a first broadcasted signal, the first broadcasted signal including the item identifier information and at least some of the item location information, and a second broadcasted signal, the second broadcasted signal relating to one or more of the matched items and being broadcast at a point proximate to the location of the matched item within the site.